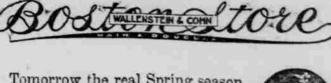
## We Successfully Appeal to the People

By Saving Them Money Bostone





PODAY the church bells are ringing the chimes of Easter, and today America's annual dress parade will be out in full force. Tomorrow the real Spring season in the mercantile world begins. The season of sensibles and serviceables, in preference to the lighter perishables that have held the lead for the past few weeks. Tomorrow the bargain giving of this store begins in earnest, and from now until the sultry days of summer we shall keep a constant throng of bargain surprises before our customers. We so surely save our patrons money as so surely the greater portion of Wichita's population do their trading here. Tomorrow we expect to see you in the after-Easter crowds.



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# SPECIAL SALE TUESDAY



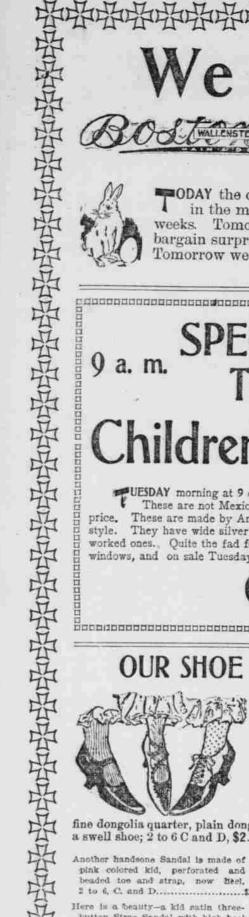
Children's Sombreros

TUESDAY morning at 9 o'clock we will place on sale 500 Children's Sombreros at half their real worth.

These are not Mexican Sombreros. If they were they would cost you five times next Tuesday's price. These are made by American machinery, from Minnesota wheat straw, and in the regular Mexican They have wide silver filigree bands and embroidered silver edge. Far superior to the Mexican handworked ones. Quite the fad for children now. For both girls and boys. Now on display in one of the show windows, and on sale Tuesday morning at 9 o'clock.

Choice, 49 Cents

#### **OUR SHOE DEPARTMENT**



Will Interest You

It is full of up-to-date styles in boots and oxfords. Today we want to talk about our Strap Sandals. We have a fine line, a large variety, and at prices unmatched. One of our finest sandals is made from Heyl's imported patent calf, with

a swell shoe; 2 to 6 C and D, \$2.50. Another handsone Sandal is made of pink colored kid, perforated and eaded too and strap, new Reel, 2 to 6, C. and D......\$2.50

Here is a beauty-a kid satin threebutton Strap Sandal with high beel and white kid lined, 2 to 6, C

Same us above in plain, one-button strap ...... 1.75

Here is where we got 'em-all fine patent leather Sandals, one, two or three strap kid Sandals, tan or chocolate, white or black kid Sandals, in fact almost any kind you could wish for, all sizes and widths.

A nice red kid Sandal with satin bow and jet ornament; also nice kid See our Ladies' Kid Strap Sandais,

fine dongolia quarter, plain dongolia strap, jet ornament, French heel;

Ladies' Tan or White Kid Strap Sandals in spring heel for ...... 1.50 Misses' White Kld Strap Sandals, 114; also children's, \$14 to 11 for .... 1.00 A fine line of Missos' Black Kid,

Chocolate of Patent Leather Strap Sandals, Hit to 2, C, D and E last only ....... 2.00 widths only ...... 1.25 Misses Dongola, also a pretty red

Strap Sandal with satin bow and buckle, 11½ to 2...... 1.00 Children's red kid patent leather or dongola Sandals, \$15 to 11, for ..... 1.00 Children's Red Kid Sandals, 5 to 8 .... .75 Children's Patent Leather Sondals, 5 choice ....... 1.50 Children's Dongola Sandals, 5 to 8,

To and ..... 

### After Easter Millinery...

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Millinery business for the past three weeks has been on the boom. It will probably be some quieter for the days to come. But our prices will render this difference scarcely noticeable, for we so far undersell rival shops in Millinery that the most inexperienced can see the difference in prices. Consequently the crowds who favor economy will come here.

Trimmed Hats 

Trimmed Hats

We want to especially call your attention to a line of trimmed hats that we are selling at \$2.55. Rival shops have locked at these and pronounced upon them favorably. Resilly the equal of the are rough braid sailors with black or navy gros grain allk.

290

#### This Grocery Store

Between you and us and the gatepost, all the direct profits we have ever expected to make out of this grocery department, would not buy a postage stamp. We opened a grocery store for the especial convenience of our country trade who want to barter produce. And thus indirectly we make more money out of this little stock than the profits on any two exclusive grocery shops in town. We can use some more city trade in aiding us to use up this country produce. You'll find only the best foods here and you'll find the prices lowest. If you haven't traded here,

you should investigate this grocery shop. ...... Me 2-1b can Beans, as long as they last, 

Will a Boar Pickler, her quart. So Colleges

Beta Frail Sweet Pickles, quart. In Best New York Cream Charge, 2 lbs

Mars Mined Pickles, per quart. Inc. for

Wool Dress Goods



'Times a comin' when separate skirts will be needed, and it's not far away. Hardly a better qualified stock west of the Mississippi to satisfy your Skirt wants than here.

Summer Venetians.

Ten pieces light weight Summer Vene-tians. Full 52 inches wide. All wool. Mixed colorings, plain color effect. Regular \$1.25 fabrics ......

Granite Cloths.

Five pieces plain colored Granite Cloth. Browns, Tans and Maroons. Light weight. Hand twisted yarn, Will not wrinkle nor catch the dirt. 38 Inches wide and worth 75c per yard

French Flannels

Ten pieces French Flannel, 27 inches wide. All light summer shades. 35c

Black Jacquard

Five pieces black figured Jacquard Skirting, 36 inches wide. Per yard .....

Black Fmpress Cloth

One piece all wool, 38-inch Empress Cloth. Pastel finish, Woven like gross grain silk. Worth 85c per 57c

Figured Black Brilliantine

One bolt figured Black Lustre. Beauti-



Silk Sales

After Easter. Silk selling with a vim. We do the business by simply underselling. Then, this is Wichita's best and largest Silk stock. Selections ample and styles in only the newest. Tomorrow

10 pieces Washable Habutais in 29c fancy stripes. Per yard ...... Five pieces Silk Fancy Grenadine in dots and Persian patterns. Regular Sic values, 22 inches 57c

One piece Black Silk Grenadine. Full 46 inches wide. Most worthy of 67c

Ladies' Persian Ties



These are the latest for Ladies' neckwear.

Come in the heavy bandana styles or stocks, all colors, etc. \$2 55 and .......

And the Bow Stocks at 50c,

Wash Goods



The days are near at hand when Wash Goods are imperative. Wash Goods business begins in real earnest tomorrow; in the largest and most select stock in Wichita. We name them below and leave the rest to you.

Five bolts of Conquest Dimitles, light grounds, with stripes, in pink, blue, red and lavender, 28 inches wide and 73c worthy 10 values, tomorrow...........

Ten pieces Toile Du Nord Corded Ginghams in stripus, checks and plaids, and absolutely fast colors, and standard and absolutely fast coors, values all over the world at 121/20 10c

Ten pieces figured Cambrics, 32 inches wide, with light grounds, printed in stripes of red lavender, blue and pink, A regular 13%c value. To

Ten pieces Foulardine, copies of the Silk Foulards. Grounds in lavender, blue and white, with figures in silk designs. 29 inches wide. Per yard .....

Eight pieces dotted Swiss Muslin. A very sheer fabric, in pink, lavender and white, figured in dots and stripes and bow-knot patterns. A worthy 29c value. Tomorrow .......

Ten pieces Aberfoyle Zephyrs, 32 inches wide in checks of blue, pink and lavender. Beautiful fine goods. Per yard .....

Twenty pieces of Irish Dimity. 10 inches wide, white ground, striped in invender and green. Plain and dotted stripes. Regular 10c

Fifteen pieces dotted Swiss: white ground with pink and blue dots in leaf design. Fer yard .....

Ten pieces Slik Mulls, dotted and plain. All the spring shades. The finest and prettiest of the wash goods kingdom .....



Shirt Waists

The Shirt Waist season is just beginning. As usual, you'll find much the largest selections here, and as usual, the lowest prices.

Tomorrow we will call your special attention to a line of Fancy Wash Waists in many colors. These have the detachable high point match collars. All kinds and colors of stripes, and some have the fronts decorated with inlaid insertion. These are better than most stores' dollar walsts. All sizes, all

#### Silk Petticoats

In the Shirt Waist Department, corner room, we will show tomorrow two dozen of a late purchase in Silk Petticoats, These are of the finest taffeta silk, are amply ruffled and stayed with feather stone. Worthy \$7.00 values. All shades .....

Cotton Petticoats

Three dozen Cotton Petticonts in mer-worth \$3.00 for .....

Rope Portieres

A new line just to hand. And we expect to introduce them to you simply by underselling all ricals. Tomogrow we place on sale two d zen pairs of \$198 regular \$250 values for

FISH NET LACE, for restumes, etc. on sale tomorrow. One this of Fish Net Lace 36 inches wide and worth 110 Doc per yard at .....

One bolt all over lace, M inches wide, at ..... This is very cheap for this lace.



Men's Dollar Shirts

The best line of dollar Shirts. The best Shirts for the money in Wichita.

These shirts are in funcy striped Percales and Madras. Have one pair of cuffs and two collars to match. Soft negligee bosoms. All sines.



Hosiery Bargains

Just examples of this stocks every day do-ings. We sell m o re hosiery here daily than any three other hosiery stocks in

Wichita. Tomorrow 300 dozen pairs Ladies' Seamless Fast Black, French Lisle Finish, two thread Hose. Not ordinarily seen for

Per pair ..... 75 pairs Ladies' Opera Hose, black feet, 



for less than 25c.

New Parasols

It's safe to assert that never before this spring has there been so

much artistic taste shown in Parasols. And it's safe to assert that Wichita's finest Parasol display is here. Never before have we invested so heavily in this part of woman's summer outfit.

Tomorrow as a special inducement we place on sale 200 Parasols with mercertrel covers in all shades. Some are plain and hemstitched. Others in polka dets. Al, on steel paragon

All Over Yokings



Lady in charge of this departnardly and enough superlatives to express herself when speaking of these tuckings, all overlaces, allover embroice ies and hemstitched novelties.

Tomorrow as an added inducement for you to linger here we offer five pieces of 22-inch wide Tucking at the phenomenally low price per yard of ......

Special in Art Panels

This sale of Art Panels is for tomorrow only. These are Grecian scenes printed on art denims. They are 2004 inches wide and are really worth \$1.00 50c

Jewelry and Shell Goods



One thousand Bow Pins, gold enamelled with jewell settings. Choice. 10c.

29 dozen Jewel Chamols Cases, to be worn inside the fress; keep your 25c jewels from all harm..... s dozen Beck Street Could dollar 59c f dozen Beck Shell Comps, bighly jawvalue for ...... 200 Gross Shell Hair Pins, put up one dozen in a box.

One gross Children's Chain Braceleta with lock and key. Links of 10 gross Sterling Silver Shirt Walst sets. Front pins, off and collar buttons,

Per box .....

Hollywood Boquet Soap 800 boxes Hollywood Bouquet Tollet 80 boxes Honywood box. On 12c sale all week, per box ......

For sot .....

Cotton Crochet Towels 30 dozen pure white Cotton Crochet Towels. Heavy weight, Heavy fringe. Begular iso values for ...... 120

Mending Tissue Put up is envelopes, convenient for using, Indispensible for patching. 100

#### Lining Department

The new linings that are coming outevery few days now soon find their way to our counter. Not a more comprehensive lining stock in the west than here. Complete lines of all shades in the Satins, Caronas, Sea Island Silks, Near Silks,-Silk Premium and Mercerized Satins.

Tomorrow 1,000 yards of mill length remnants in the above goods that retail regularly at 20c to 25c per yard. 12c

Findings, Dress Shields

This new Findings Department is complete in every detail. Tomorrow to spe-cially interest you we place on sale 500 pairs of the "20th Century" Dress Shields. These are made of fine stockinet and are These are made of the absolutely unmatchable values at 7c

Books by Standard Authors Just a continuance of fast week's sale. Toy many of these books to close out in a hurry. Still there's only about 100 teft. Bas: authors of modern and inclent times Cloth bound. 20 pages, 15c

New Idea Paper Patterns All styles

#### HOUSE FURNISHINGS

The 15c Counter Our special bargain tables are being constantly refilled with new and fresh goods every day. On the 15c counter surprise after surprise awaits you. Among them you will find:

Gilt Edge Berry Dish Butter Dishes Cream Pitchers Celery Trays Celery Stands Jelly Dishes Quart Pitchers Cake Stands China Cream Pitchers Vinegar Cruets Fresh Fruit Dishes Fancy Vases Chow Chow Dishes Glass Dippers. Vaseline Jars

Choice, 15c

For Welshback Gass Lights Newby Gas Mantles, 12 1-2c

Tinware Specials

Large Lemon Gratin, 4c. Mountain Cake Jelly Tink, 3c. Pia Pana, 2c. Embowed Trays, 7 and 50. Steamers, No.

B-qt Hucket, envered, to 1-gal covered Pati, 12c. Pudding, 2, 3, 4, 5, 6, 7 and Sc. The relabrated Precious Iceland for Cream Preszer, 1-qt., 12 each. S-07. \$2.4%

1-gul., \$2.75. The Pertiess for Chopper saves time, samves money and saves your temper.

Ladies' Summer Waists 40 dozen Ladies' Pearl White French 

10c values for .....

Vests, simpulsas. Real 20;

56 dozen Ladies' White Pearl Ribbed



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Again we want to call your attention to the Kabo Form Reducing Cornet. This is the greatest boon to stout fleany ladies that has happened for many a day. It enables them to have a stylish figure and at the same time reduces the form. A glance at the picture will give you an idea of its workings, but still better let our corset indy

tell you about it. Price is \$2.50.